

Veronica Turk

Sr. Product & Content Marketing Manager



About

I am an outcome-oriented marketer with hands-on experience helping startup and enterprise SaaS B2B companies build their market messaging and content catalogs despite ambiguity and evolving market conditions. I have specialized in the supply chain and have a passion to be on the cutting edge of transformative technologies. Drawing lines of communication between internal teams — all the way to the customer — makes me enthusiastic to start each day. I am looking to join an organization with a culture of cutting through the red tape and getting things done.

Contact

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🌐 www.linkedin.com/in/veronicaturk/

Professional Skills

Industry Trends & Research
Analytics and Indices
Analyst Relations
Go-to-Market Messaging
Content Leadership
Use Case Synthesis
Product Release & Launch
Technical Jargon Translation
Sales Enablement
Campaign Execution
Webinar Hosting
Intercom Management
Event Organization
Conference Execution
Creative Design

Education

Mount Holyoke College
BA, Economics – Minor,
Chinese Language
2010 – 2013

Interests

🏊 Swimming
🎲 Strategy games
🐾 Time with my dog

Sr. Product Marketing Manager

Alloy.ai

January 2022 - August 2023

Played an instrumental role in strategic product launches by ensuring consistent messaging and positioning across all departments including sales, solutions consulting, product, client success and technical implementation teams. Defined and captured use cases and customer examples in the form of web pages, demo videos, articles, help center resources, sales slides, and email & in-app campaigns. Developed prospect and partner-facing collateral as well as enablement materials for account executives. Served as a subject matter expert across external channels including the analyst community, user-groups and industry events.

Sr. Product Marketing Manager

E2open

March 2021 – January 2022

Owned all product marketing activities for the freight, transportation and logistics SaaS applications. Developed and published real-time indices using customer data. Aligned multiple teams from recent acquisitions onto a unified strategy.

Product Marketing Manager

Kuebix, a Trimble Company

December 2017 – March 2021

Lead product launches and GTM strategies at a high-growth TMS startup. Created all sales enablement and marketing content including thought leadership articles, blogs, battle cards, white papers, data sheets, case studies, email campaigns, sales presentations, competitor & market intelligence and training documents. Managed webinars and owned all media outreach. Led the partner program with NetSuite and other ERPs. Helped grow the Kuebix user base from 1,200 - 25,000 before assisting with a successful acquisition transition.

Account Executive, Chain Sales

C&S Wholesale Grocers

August 2016 – December 2017

Owned account management for the Amazon and Target frozen foods accounts including frequent collaboration with transportation teams and carriers.

Lead Generation Specialist

C&S Wholesale Grocers

January 2015 – August 2016

Responsible for activities between sales and marketing. Marketed home-grown logistics SaaS technology. Created all sales collateral. Designed and implemented the company's sales methodology and buyer personas.

Business Analyst

C&S Wholesale Grocers

July 2013 – January 2015

Completed an intensive marketing & sales leadership development program.